

MARKETING AND GROWTH PLAN LEADS TO NEW BUSINESS

ABOUT PANHANDLE FABRICATION & MACHINE. Panhandle Fabrication & Machine, located in Pensacola, Florida, provides engineering solutions for process and manufacturing design, machine design, tooling and fabrication. Danny and Penny Goodman started the company in early 2017 and hired one additional team member. Together, they have more than 60 years of experience in metal work and fabrication.

THE CHALLENGE. Panhandle Fabrication & Machine needed to increase its customer-base and its market penetration, but the owners were not sure where to start. Danny and Penny contacted the University of West Florida/FloridaMakes Business Advisors, part of the MEP National Network™, for assistance.

MEP CENTER'S ROLE. After discussing the company's current operating environment and the owner's revenue goals, the Business Advisors asked Danny and Penny to complete a CoreValue Discover Assessment.

The assessment examined Panhandle Fabrication & Machine's current business strategy and helped to uncover growth opportunities. Additionally, the owners were given actionable steps to reach their goals. This included creating a growth or marketing plan that could help the company increase its market penetration and achieve its revenue goals. One of the first activities was to increase the company's advertising efforts. Danny and Penny set up a free Google AdWords account online and began running advertisements. The advertising generated \$150,000.00 in new business within the first 3 days. As a result of the company's new growth and marketing plan, productivity has improved and new orders are coming in.

"We were referred to the Northwest Florida Manufacturing Council by Lance Cook and met University of West Florida/FloridaMakes Business Advisors who helped us map out a road map for success. I truly recommend the University of West Florida/Florida Makes business advisors to any manufacturer."

-Danny Goodman, President

RESULTS



\$650,000 in sales increased or retained



3 jobs increased or retained



Productivity has improved and new orders are coming in

CONTACT US



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